



WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

AgM

**Advertiser** POL/R PITTENGER/R/CON/NC (16652)  
**Agency** Innovative Advertising (2144)  
**Buyer** GUERRA, HEIDI  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
ph: (555) 555-5555  
  
**Product** Political (1065)  
**Brand** 986 CONGRESS (138157)  
**Acct Types** National/Political  
**Est/Headline** 986/06344257  
**Demo**  
**Revision**  
**Comments** PITTENGER FOR CONG  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**Invoice** 653749  
**Inv Date** 11/25/2012  
**Terms** Net 30  
**Contract** 333596  
**Bill Type** Standard  
**Period** 10/29/2012 - 11/25/2012

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 11/27/2012 2:06:04PM

Charlotte (WSOC)

## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISC	Amount	Remarks
2.0	Spot	5:00:00AM- 6:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	10/29/12 5:25AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
2.0	Spot	5:00:00AM- 6:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	10/30/12 4:58AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
2.0	Spot	5:00:00AM- 6:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	10/31/12 5:29AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
2.0	Spot	5:00:00AM- 6:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	11/01/12 5:14AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
2.0	Spot	5:00:00AM- 6:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	11/02/12 5:24AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
3.0	Spot	5:00:00AM- 6:00:00AM	Per week (2), Mo, Tu	11/05/12 5:27AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
3.0	Spot	5:00:00AM- 6:00:00AM	Per week (2), Mo, Tu	11/06/12 5:52AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
5.1	Spot	7:00:00AM- 9:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	10/29/12 7:29AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	HD09PITTENGER	\$1075.00	
5.1	Spot	7:00:00AM- 9:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	10/30/12 8:28AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
5.1	Spot	7:00:00AM- 9:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	10/31/12 8:48AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
5.1	Spot	7:00:00AM- 9:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	11/01/12 7:29AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	HD09PITTENGER	\$1075.00	
5.1	Spot	7:00:00AM- 9:00:00AM	Per week (5), Mo, Tu, We, Th, Fr	11/02/12 8:46AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
6.1	Spot	7:00:00AM- 9:00:00AM	Per week (2), Mo, Tu	11/05/12 7:29AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	HD09PITTENGER	\$1075.00	
6.1	Spot	7:00:00AM- 9:00:00AM	Per week (2), Mo, Tu	11/06/12 7:47AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	HD09PITTENGER	\$1075.00	
8.1	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/30/12 12:13PM (Tu)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
8.1	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/30/12 12:55PM (Tu)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
8.1	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	11/02/12 12:29PM (Fr)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
8.1	Spot			10/29/12		1 preempt @ \$375.00		\$0.00	Pre-empt
9.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1	11/05/12 12:41PM (Mo)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
11.1	Spot	5:00:00PM- 5:30:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/29/12 5:23PM (Mo)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
11.1	Spot	5:00:00PM- 5:30:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/30/12 5:28PM (Tu)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
11.1	Spot	5:00:00PM- 5:30:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/31/12 5:11PM (We)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
11.1	Spot	5:00:00PM- 5:30:00PM	Per week (4), Mo, Tu, We, Th, Fr	11/01/12 5:24PM (Th)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
12.1	Spot	5:00:00PM- 5:30:00PM	Day, M-1	11/05/12 5:12PM (Mo)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
14.1	Spot	7:30:00PM- 7:56:00PM	Per week (5), Mo, Tu, We, Th, Fr	10/29/12 7:40PM (Mo)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
14.1	Spot	7:30:00PM- 7:56:00PM	Per week (5), Mo, Tu, We, Th, Fr	10/30/12 7:41PM (Tu)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
14.1	Spot	7:30:00PM- 7:56:00PM	Per week (5), Mo, Tu, We, Th, Fr	10/31/12 7:40PM (We)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
14.1	Spot	7:30:00PM- 7:56:00PM	Per week (5), Mo, Tu, We, Th, Fr	11/01/12 7:54PM (Th)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
14.1	Spot	7:30:00PM- 7:56:00PM	Per week (5), Mo, Tu, We, Th, Fr	11/02/12 7:41PM (Fr)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
15.1	Spot	7:30:00PM- 7:56:00PM	Day, M-1	11/05/12 7:47PM (Mo)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
16.0	Spot	8:00:00PM- 10:00:00PM	Day, M-1	10/29/12 9:10PM (Mo)	00:30	Dancing With The Stars	HD09PITTENGER	\$6000.00	
16.0	Spot	8:00:00PM- 10:00:00PM	Day, M-1	11/05/12 9:40PM (Mo)	00:30	Dancing With The Stars	HD09PITTENGER	\$6000.00	
19.0	Spot	10:00:00PM- 11:00:00PM	Day, W-1	10/31/12 10:41PM (We)	00:30	NASHVILLE	HD09PITTENGER	\$4300.00	
20.0	Spot	8:00:00PM- 11:30:00PM	Day, Sa-1	11/03/12 8:06PM (Sa)	00:30	Saturday Night Football	HD09PITTENGER	\$2500.00	
22.1	Spot	11:00:00PM- 11:35:00PM	Day, M-1	11/05/12 11:26PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
23.1	Spot	6:00:00AM- 7:00:00AM	Day, Su-1	11/04/12 6:43AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	HD09PITTENGER	\$275.00	
24.1	Spot	7:00:00AM- 8:00:00AM	Day, Su-1	11/04/12 7:14AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	HD09PITTENGER	\$300.00	
25.1	Spot	8:00:00AM- 9:00:00AM	Day, Su-1	11/04/12 8:29AM (Su)	00:30	GOOD MORNING AMERICA SUNDAY	HD09PITTENGER	\$800.00	
26.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	11/04/12 6:28PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	HD09PITTENGER	\$700.00	



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Advertiser **POL/R PITTENGER/R/CON/NC (16652)**  
Agency **Innovative Advertising (2144)**  
Buyer **GUERRA, HEIDI**  
Salesperson **Telerep/Philadelphia, Philadelphia (1057)**  
ph: (555) 555-5555

Product **Political (1065)**  
Brand **986 CONGRESS (138157)**  
Acct Types **National/Political**  
Est/Headline **986/06344257**  
Demo  
Revision  
Comments

PITTENGER FOR CONG  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

Invoice **653749**  
Inv Date **11/25/2012**  
Terms **Net 30**  
Contract **333596**  
Bill Type **Standard**  
Period **10/29/2012 - 11/25/2012**

CO-OP/Order Type **No/Normal**  
Package  
Gen. Date **11/27/2012 2:06:04PM**

Charlotte (WSOC)

## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISC	Amount	Remarks
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/29/12 11:33PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/30/12 11:35PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/31/12 11:33PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	11/01/12 11:31PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
31.0	Spot	9:00:00AM-10:00:00AM	Day, Su-1	11/04/12 9:57AM (Su)	00:30	THIS WEEK WITH GEORGE STEPHANOPOULOS	HD09PITTENGER	\$400.00	
32.0	Spot	5:30:00PM- 6:00:00PM	Day, M-1	11/05/12 5:42PM (Mo)	00:30	EYEWITNESS NEWS 530P	HD09PITTENGER	\$1300.00	
33.0	Spot	12:00:00PM- 1:00:00PM	Per week (1), Fr	11/02/12 12:51PM (Fr)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	M/G For 8.1.1
34.0	Spot	8:00:00PM- 9:00:00PM	Per week (1), Fr	11/02/12 7:59PM (Fr)	00:30	LAST MAN STANDING	HD09PITTENGER	\$2000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$57,175.00	Total Spots	46
Commission	\$8,576.25		
Net Total	\$48,598.75		